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**TO** : Commissioner for Patents  
Mail Stop: Amendments

**FROM** : Oleg F. Kaplun, Esq. of Fay, Kaplun & Marcin, LLP

**DATE** : August 3, 2007

**SUBJECT** : U.S. Patent Appln. Serial No. 09/653,767  
for *Frames-Based Advertising Service with  
Response and Activity Reporting*  
Inventor(s): Allan et al.  
Our Ref.: 40116/06801

**NUMBER OF PAGES INCLUDING COVER :** 6

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**MESSAGE:**

Please see attached.

Thank You.

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Attorney Docket No.40116/06801 (A-68678)

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant : Allan et al.  
Serial No. : 09/653,767  
Filed : September 1, 2000  
For : Frame-Based Advertising Service With Response And Activity Reporting  
Group Art Unit : 3629  
Confirmation No. : 6140  
Examiner : Jonathan P. Ouellette

Mail Stop: Amendments  
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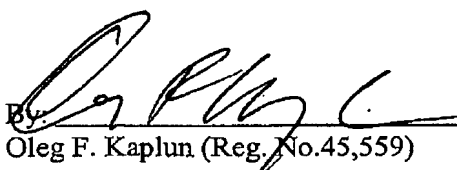
By:  Date: August 3, 2007  
Oleg F. Kaplun (Reg. No. 45,539)

**TRANSMITTAL**

Transmitted herewith please find a Response to the Non Final Office Action mailed May 4, 2007 for filing with the USPTO in the above-identified application. No fees are believed to be required. However, the Commissioner is hereby authorized to charge any additional required fees to the Deposit Account of Fay Kaplun & Marcin, LLP No. 50-1492. A copy of this paper is enclosed for that purpose.

Respectfully submitted,

Dated: August 3, 2007

By:   
Oleg F. Kaplun (Reg. No. 45,539)

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Attorney Docket No.40116/06801 (A-68678)

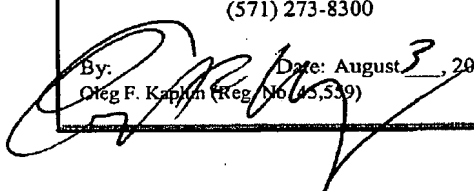
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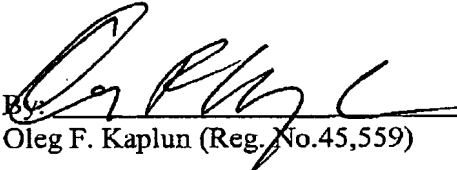
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Oleg F. Kaplun (Reg. No. 45,559)

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Respectfully submitted,

Dated: August 3, 2007

  
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**RESPONSE**

In response to the Non-Final Office Action mailed May 4, 2007, in the above-identified application, please consider the following remarks.